



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, March 4, 2014
Lansing District Office
7150 Harris Drive
Lansing MI 48909

Present: Andrew J. Deloney, Chairman
Teri L. Quimby, Commissioner
Dennis Olshove, Commissioner

Absent: None

Staff: Pam Hamilton, Deputy Director of Finance Division
Kerry Krone, Business Manager
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:29 a.m., noting a quorum was present.

- I. Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of February 25, 2014, be approved as written and presented, motion carried by unanimous vote.**

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission Closed Session meeting of February 25, 2014, be approved as written and presented, motion carried by unanimous vote.

- II.** Ms. Hamilton presented the E-Quote reports for product listings in four categories and requested approval of the following:

- A.** That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meet other exceptions as indicated and be approved for listing in the approved products list effective March 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	750ml Vizcaya Cask 12 Rum	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	50ml Pinnacle PL Gin	120 Bottles

E. & J. Gallo Winery (General Wine & Liquor Co.)	200ml New Amsterdam Orange	24 Bottles
	50ml New Amsterdam Orange PL	60 Bottles
	200ml New Amsterdam Pineapple	24 Bottles
	50ml New Amsterdam Pineapple PL	60 Bottles
	375ml Vinic	12 Bottles
123 Spirits (General Wine & Liquor Co.)	750ml 123 Organic Anejo "3"	6 Bottles
	750ml 123 Organic Blanco "1"	6 Bottles
	750ml 123 Organic Reposado "2"	6 Bottles
Park Street Imports LLC (NWS Michigan, Inc.)	1000ml Domaine De Canton	6 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, Inc.)	750ml Ardbeg Auriverdes Scotch	6 Bottles
	750ml Belvedere Mango Passion	6 Bottles
	1000ml Belvedere Mango Passion	6 Bottles
	750ml Glenmorangie Companta	6 Bottles
	750ml Auchentoshan American Oak	6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Bowmore Small Batch Reserve	6 Bottles
	750ml Cabo Diablo Coffee	6 Bottles
	750ml Hibiki 12 yr. Whiskey	6 Bottles
	750ml Veev Acai Liqueur	6 Bottles
Veev Spirits, L.L.C. (General Wine & Liquor Co.)		
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml John B. Stetson Bourbon	6 Bottles

- A.** That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meet other exceptions as indicated and be approved for listing in the approved products list effective May 4, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	750ml Vizcaya Cristal Rum	6 Bottles

- B.** That the following requests for addition of product to the approved products list be approved for listing, effective March 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	1750ml DeWar's Special Reserve 12 yr.	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Pinnacle Gin	24 Bottles
	375ml Pinnacle (Flask) PL Vodka	24 Bottles

	50ml Pinnacle Atomic Hot Cntr PL	120 Bottles
	50ml Pinnacle Blackberry PL	120 Bottles
	50ml Pinnacle Cake PL	120 Bottles
	375ml Pinnacle Cake PL	24 Bottles
	375ml Pinnacle Cherry (Flask) PL	24 Bottles
	375ml Pinnacle Cherry PL	24 Bottles
	50ml Pinnacle Cherry Whipped PL	120 Bottles
	50ml Pinnacle Chocolate Whipped PL	120 Bottles
	50ml Pinnacle Cinnabon Cinn Roll	120 Bottles
	50ml Pinnacle Coconut PL	120 Bottles
	375ml Pinnacle Coconut PL	24 Bottles
	50ml Pinnacle Cookie Dough PL	120 Bottles
	50ml Pinnacle County Fair Cotton PL	120 Bottles
	375ml Pinnacle County Fair Cotton PL	24 Bottles
	50ml Pinnacle Cucumber Watermelon	120 Bottles
	375ml Pinnacle Grape PL	24 Bottles
	50ml Pinnacle Key Lime Whipped PL	120 Bottles
	50ml Pinnacle Marshmallow PL	120 Bottles
	50ml Pinnacle Orange Whipped PL	120 Bottles
	50ml Pinnacle Peach PL	120 Bottles
	200ml Pinnacle Peach PL	48 Bottles
	375ml Pinnacle Peach PL	24 Bottles
	50ml Pinnacle Pineapple PL	120 Bottles
	50ml Pinnacle PL Vodka	120 Bottles
	200ml Pinnacle PL Gin	48 Bottles
	200ml Pinnacle PL Vodka	48 Bottles
	50ml Pinnacle Rainbow Sherbet PL	120 Bottles
	50ml Pinnacle Red Berry PL	120 Bottles
	375ml Pinnacle Red Berry PL	24 Bottles
	375ml Pinnacle Red Liquorice PL	24 Bottles
	375ml Pinnacle Replica PL	24 Bottles
	375ml Pinnacle Strawberry Kiwi PL	24 Bottles
	50ml Pinnacle Strwbrry Shortcake PL	120 Bottles
	200ml Pinnacle Tropical Punch PL	48 Bottles
	375ml Pinnacle Whipped (Flask) PL	24 Bottles
	50ml Pinnacle Whipped PL	120 Bottles
	375ml Pinnacle Whipped Replica PL	24 Bottles
Sidney Frank Importing Co., Inc. (NWS Michigan, Inc.)	750ml Sortilege	12 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	375ml New Amsterdam Orange	24 Bottles
	1000ml New Amsterdam Orange	12 Bottles
	1750ml New Amsterdam Orange	6 Bottles

	375ml New Amsterdam Pineapple	24 Bottles
	1000ml New Amsterdam Pineapple	12 Bottles
	1750ml New Amsterdam Pineapple	6 Bottles
	750ml Vinig	12 Bottles
Heaven Hill Distilleries	50ml Burnett's Ruby Red Grapefruit	120 Bottles
(General Wine & Liquor Co.)	1750ml Burnett's Ruby Red Grapefruit	6 Bottles
	750ml Burnett's Ruby Red Grapefruit	12 Bottles
Diageo Americas, Inc.	50ml Bulleit Bourbon	120 Bottles
(NWS Michigan, Inc.)	750ml Captain Morgan 1671	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective March 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Diageo Americas, Inc.	1750ml Capt Morgan Spiced w/50ml Spiced	6 Bottles
(NWS Michigan, Inc.)	750ml Don Julio Blanco w/50ml Blanco	6 Bottles
	750ml George Dickel Old #12 w/2-50ml	12 Bottles
	750ml Ketel One w/2-50ml	12 Bottles
	1750ml Smirnoff 80 w/3-50ml	6 Bottles
	1750ml Smirnoff 80 w/3-50ml	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective March 30, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co.	375ml Pinnacle Gin	12 Bottles
(NWS Michigan, Inc.)	375ml Pinnacle (Flask) PL Vodka	12 Bottles
	50ml Pinnacle Atomic Hot Cntr PL	96 Bottles
	50ml Pinnacle Blackberry PL	96 Bottles
	50ml Pinnacle Cake PL	96 Bottles
	375ml Pinnacle Cake PL	12 Bottles
	375ml Pinnacle Cherry (Flask) PL	12 Bottles
	375ml Pinnacle Cherry PL	12 Bottles
	50ml Pinnacle Cherry Whipped PL	96 Bottles
	50ml Pinnacle Chocolate Whipped PL	96 Bottles
	50ml Pinnacle Cinnabon Cinn Roll	96 Bottles
	50ml Pinnacle Coconut PL	96 Bottles
	375ml Pinnacle Coconut PL	12 Bottles
	50ml Pinnacle Cookie Dough PL	96 Bottles
	50ml Pinnacle County Fair Cotton PL	96 Bottles

	375ml Pinnacle County Fair Cotton PL	12 Bottles
	50ml Pinnacle Cucumber Watermelon	96 Bottles
	375ml Pinnacle Grape PL	12 Bottles
	50ml Pinnacle Key Lime Whipped PL	96 Bottles
	50ml Pinnacle Marshmallow PL	96 Bottles
	50ml Pinnacle Orange Whipped PL	96 Bottles
	50ml Pinnacle Peach PL	96 Bottles
	200ml Pinnacle Peach PL	24 Bottles
	375ml Pinnacle Peach PL	12 Bottles
	50ml Pinnacle Pineapple PL	96 Bottles
	50ml Pinnacle PL Gin	96 Bottles
	50ml Pinnacle PL Vodka	96 Bottles
	200ml Pinnacle PL Gin	24 Bottles
	200ml Pinnacle PL Vodka	24 Bottles
	50ml Pinnacle Rainbow Sherbet PL	96 Bottles
	50ml Pinnacle Red Berry PL	96 Bottles
	375ml Pinnacle Red Berry PL	12 Bottles
	375ml Pinnacle Red Liquorice PL	12 Bottles
	375ml Pinnacle Replica PL	12 Bottles
	375ml Pinnacle Strawberry Kiwi PL	12 Bottles
	50ml Pinnacle Strwbrry Shortcake PL	96 Bottles
	200ml Pinnacle Tropical Punch PL	24 Bottles
	375ml Pinnacle Whipped (Flask) PL	12 Bottles
	50ml Pinnacle Whipped PL	96 Bottles
	375ml Pinnacle Whipped Replica PL	12 Bottles
	750ml Sortilege	12 Bottles
Laird and Company (NWS Michigan, Inc.)		
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Frangelico Liq 40 w/Candle	6 Bottles
Veev Spirits, L.L.C. (General Wine & Liquor Co.)	750ml Wild Turkey 101 w/2 GlS	6 Bottles
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml Veev Acai Liqueur	6 Bottles
	750ml John B. Stetson Bourbon	12 Bottles

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated March 3, 2014, motion carried by unanimous vote.

- III. Ms. Hamilton presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of September 11, 2012 regarding special price reductions on spirit products, which

was effective on January 1, 2013. She advised there were twenty-six (26) different licensees requesting price reductions; that 176 product price reductions could be approved; and that there were zero product price reductions to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 176 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.

IV. Old Business.

There was no Old Business.

V. New Business.

There was no New Business.

VI. Public Comments.

There were no Public Comments.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 11:34 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman